

Commissioner for Patents  
P.O. Box 1450  
**BOX PATENT APPLICATION**  
Alexandria, Virginia 22313-1450

PATENT APPLICATION  
Docket No. 16-524

WATTS HOFFMANN CO., L.P.A.  
P.O. Box 99839  
Cleveland, Ohio 44199-0839



**NEW APPLICATION TRANSMITTAL**

Transmitted herewith for filing is the PATENT APPLICATION of  
Inventor(s): Joshua Peterson and Peter Rosser

For (Title): ASSIGNING TEXTUAL ADS BASED ON ARTICLE HISTORY

This new application is for a(n):

☒ Original ☐ Design ☐ Divisional  
☐ Continuation ☐ Continuation-in-part (CIP)

Papers enclosed are:

11 Pages of Specification  
6 Pages of Claims  
1 Pages of Abstract  
4 Sheets of Drawings (XX formal/ ☐ informal)  
☐ Preliminary Amendment  
☐ Information Disclosure Statement  
☐ Declaration of Biological Deposit  
☒ Other: Non-publication Request under 35 U.S.C. 122(b)(2)(B)(i)  
☐ Declaration or Oath (☐ executed by inventor(s))  
☐ Applicant is a Small Entity

XX Assignment to Microsoft Corporation  
XX will follow  
☐ cover sheet for Assignment accompanying new patent application

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**CERTIFICATE OF MAILING BY U.S. EXPRESS MAIL**

I hereby certify that this New Application Transmittal and the documents referred to as enclosed therein are being deposited with the United States Postal Service on this date December 30, 2003 in an envelope as "Express Mail Post Office to Addressee" Mailing Label Number EV316954388 US addressed to the: Assistant Commissioner for Patents, **BOX PATENT APPLICATION**, Alexandria, VA 22313-1450.

Amy Ansbro  
Name  
Amy Ansbro  
Signature

The fee for claims has been calculated as shown below:

CLAIMS	FOR	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE	CALCULATIONS
	TOTAL CLAIMS (37 C.F.R. § 1.16(c))	24	- 20	4	x \$18.00 =	\$ 72.00
	INDEPENDENT CLAIMS (37 C.F.R. § 1.16(b))	3	- 3	0	x \$86.00 =	\$ 0.00
	MULTIPLE DEPENDENT CLAIMS (if applicable) (37 C.F.R. § 1.16(d))				+ \$280.00	\$ 0.00
					Basic Fee (37 C.F.R. § 1.16(a))	\$ 770.00
					Total of Above Calculations =	\$ 842.00
	Reduction by 50% for filing by small entity (Note 37 C.F.R. §§ 1.9, 1.27, 1.28).					
	TOTAL =					\$ 842.00

\_\_\_\_\_ A verified statement to establish small entity status under 37 C.F.R. §§ 1.9, 1.27:  
 \_\_\_\_\_ is enclosed.  
 \_\_\_\_\_ was previously filed.

\_\_\_\_\_ A check is enclosed to cover the \$842.00 filing fee.

\_\_\_\_\_ A check is enclosed to cover the \$ \_\_\_\_\_ petition fee under 37 C.F.R. § 1.17.

\_\_\_\_\_ A check is enclosed to cover the \$ \_\_\_\_\_ assignment recordation fee.

\_\_\_\_\_ Charge Deposit Account No. 23-0630 in the amount of \$ \_\_\_\_\_.

\_\_\_\_\_ The Commissioner is hereby authorized to credit any overpayment or to charge any fees under 37 C.F.R. §§ 1.16, 1.17, 1.21 in connection with this communication to our Deposit Account No. 23-0630.

\_\_\_\_\_ The Commissioner is hereby authorized to credit any overpayment or to charge any fees under 37 C.F.R. §§ 1.16, 1.17 which may be required during the entire pendency of this application to our Deposit Account No. 23-0630.

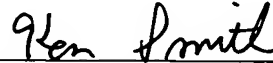
X

Please direct all correspondence in connection with this application to the following address:

WATTS HOFFMANN CO., L.P.A.  
1100 Superior Avenue, Ste. 1750  
Cleveland, Ohio 44114

And please direct all telephone calls to Kenneth J. Smith at (216) 241-6700.

Respectfully submitted,



Kenneth J. Smith  
Registration No. 45,115

Date: 12/30/2003

WATTS HOFFMANN CO., L.P.A.  
1100 Superior Avenue, Ste. 1750  
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Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

<b>NONPUBLICATION REQUEST UNDER 35 U.S.C. 122(b)(2)(B)(i)</b>	First Named Inventor		Joshua Petersen
	Title	Assigning Textual Ads Based on User History	
	Attorney Docket Number		16-524

I hereby certify that the invention disclosed in the attached application **has not and will not be** the subject of an application filed in another country, or under a multilateral agreement, that requires publication at eighteen months after filing.

I hereby request that the attached application not be published under 35 U.S.C. 122(b).

12/30/2003

Date

*Kenneth J. Smith*

Signature

(216) 241-6700

Telephone number

Kenneth J. Smith

Typed or printed name

This request must be signed in compliance with 37 CFR 1.33(b) and submitted with the application **upon filing**.

Applicant may rescind this nonpublication request at any time. If applicant rescinds a request that an application not be published under 35 U.S.C. 122(b), the application will be scheduled for publication at eighteen months from the earliest claimed filing date for which a benefit is claimed.

If applicant subsequently files an application directed to the invention disclosed in the attached application in another country, or under a multilateral international agreement, that requires publication of applications eighteen months after filing, the applicant **must** notify the United States Patent and Trademark Office of such filing within forty-five (45) days after the date of the filing of such foreign or international application. **Failure to do so will result in abandonment of this application (35 U.S.C. 122(b)(2)(B)(iii)).**

This collection of information is required by 37 CFR 1.213(a). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 6 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.